



In Response to the Growing Threat



CRIME SCENE

The Safety Challenge



The Safety Challenge

Crime in California is increasing dramatically. Of the nation's ten most dangerous cities, two are now in California.

California once led the nation in enacting criminal justice policies that reduce crime and violence.

Those policies have been steadily eroded, putting public safety at risk.

The Safety Challenge

Under federal pressure, California chose “realignment” as the solution to the state’s overcrowded prisons — releasing tens of thousands of inmates, straining local jails and fueling a new surge in local crime and homelessness.

Other well-intentioned reforms are releasing violent offenders, have limited DNA collection, and have redefined criminal theft — costing businesses and consumers millions.

Our peace officers are facing deadly new threats and unfair criticism, making their jobs even more difficult and dangerous.

The Safety Challenge

So far, the Legislature has failed to fix the flaws in recent criminal justice “reforms.”

Elected officials, the news media and the public must be alerted to the increasing dangers to their safety — and to the safety of those who protect them.

The defeat of Proposition 62 (death penalty repeal) and passage of Proposition 66 (death penalty reform) were the first steps. But more must be done.



**California Public Safety
Partnership**

The Partnership

A non-profit 501(c)(3) and (c)(4) unites law enforcement, victims and business to stop the erosion of public safety laws, educate the public and be a unified force for public safety.

Our agenda:

- Defend Prop 66
- Ensure continued support for death penalty reforms
- Reinforce the positive image of public safety professionals
- Publicize the dangerous impact of misguided “reforms”
- Promote public safety priorities that strengthen existing laws
- Sponsor ballot measures to protect public safety



**A Needed Ballot
Measure**



A Needed Ballot Measure

VIOLENT CRIME CLASSIFICATION

What is a 'violent crime'? For California's new parole law, the definition is murky — and it matters *(Los Angeles Times)*

- Expands the list of violent crime for which early release is not an option
- Under current law, rape of an unconscious person, trafficking a child for sex, assault of a peace officer, felony domestic violence and other similar crimes are not classified as “serious violent felonies” — making criminals convicted of these crimes eligible for early release



A Needed Ballot Measure

DNA COLLECTION

California's DNA database gets fewer hits due to Prop. 47 (KCRA)

- Reinstates DNA collection for certain crimes that were reduced to misdemeanors as part of Proposition 47
- Multiple studies have shown that DNA collected from theft and drug crimes has helped solve other violent crimes, including robbery, rape and murder. Since passage of Prop 47, cold case hits have dropped over 2,000, with more than 450 of those hits connected to violent crimes



A Needed Ballot Measure

SERIAL THEFT



**An explosion of California property crimes
— due to Prop. 47** *(San Francisco Chronicle)*

- Revises the theft threshold by adding a felony for serial theft — when a person is caught for the 3rd time stealing with a value of \$250
- Prop 47 changed the dollar threshold for theft to be considered a felony — from \$450 to \$950. As a result, studies show theft has increased 12% to 25%, with losses of a billion dollars since the law was passed



High Voter Support



High Voter Support

VIOLENT CRIME CLASSIFICATION — OFF THE CHARTS

Voters are concerned that criminals with crimes (like sex traffickers and assault with a deadly weapon) most of us would consider violent, are being released early from prison under the claim they are not violent.

Major problem **65%**

Minor problem **25%**



High Voter Support

VIOLENT CRIME CLASSIFICATION — OFF THE CHARTS

Voters are concerned about violent and repeat criminals, wanting stricter penalties for these criminals.

Violent offenders 85%

Repeat offenders 80%

15 different crimes currently classified as non-violent were overwhelmingly considered violent — all were considered violent by over 90% of the state's voters.



High Voter Support

DNA COLLECTION POPULAR WITH VOTERS

When voters are told scientific studies show some misdemeanors are indicators of more serious crimes, voters want DNA to be collected.

Domestic violence	87%
Burglary	81%
Possession of drugs like heroin, cocaine, meth, and hallucinogens	71%



High Voter Support

DNA COLLECTION POPULAR WITH VOTERS

When given a choice between the argument that increased DNA collection will better protect the public versus increased collection is an invasion of personal privacy, voters clearly support more collection.

More collection	73%
Status quo	15%



High Voter Support

STRONG SUPPORT FOR SERIAL THEFT REFORM

When voters are told of the problem, nearly 2/3rds consider it a major problem.

Major	65%
Not major	32%



High Voter Support

STRONG SUPPORT FOR SERIAL THEFT REFORM

Voters see organized gangs of thieves, serial thieves and those who game the system so they can steal with no consequences are the ones who need to have more serious consequences.

A member of a gang or an organized theft ring	87%
3rd time repeat offender	79%
Gaming the system	73%



High Voter Support

COMBINED BALLOT MEASURE STARTS WITH STRONG SUPPORT

Vote for	76%
Vote against	13%
Strongly for	58%
Strongly against	6%

Modeling studies show that violent crime classification maintains high support for the other two components in all variations tested.

High Voter Support

POSITIVE MESSAGING WORKS

Violent crime classification [L]
[SEP]

83% **Convincing**

13% **Unconvincing**

DNA [L]
[SEP]

74% **Convincing**

22% **Unconvincing**



High Voter Support

POSITIVE MESSAGING WORKS

Serial theft ^L_{SEP}

76% **Convincing**

22% **Unconvincing**



High Voter Support

MESSAGES AGAINST THE PROPOSAL FALL FLAT

These proposals will take us back to the bad old days of mass incarceration — needlessly locking up more and more people who commit minor crimes in over-crowded prisons where they cannot get the help they need.

42% **Convincing**

47% **Unconvincing**



High Voter Support

MESSAGES AGAINST THE PROPOSAL FALL FLAT

These proposals will cost taxpayers hundreds of millions, wasting taxpayer dollars on people who would be better served by treatment for 48 drug addiction which will help them stop committing minor crimes.

48% **Convincing**

42% **Unconvincing**



High Voter Support

MESSAGES AGAINST THE PROPOSAL FALL FLAT

These proposals will put minorities at an unfair disadvantage in a criminal justice system that discriminates against minorities.

SEP SEP SEP

38%	Convincing
46%	Unconvincing



High Voter Support

MESSAGES AGAINST THE PROPOSAL FALL FLAT

These proposals reverse common-sense changes in Propositions that were adopted by the voters to help relieve prison over-crowding, make the criminal justice system more fair and get the prison budget under control. [SEP]

46% Convincing

46% Unconvincing



High Voter Support

MESSAGES AGAINST THE PROPOSAL FALL FLAT

These proposals are opposed by Governor Brown because they undo key reforms that he supported and will bring back prison over-crowding.

40% Convincing

44% Unconvincing



Strategic Approach

Strategic Approach

- Build an alliance of law enforcement, crime victims and business to promote the measure
- Highlight the violent crime classification — use it to boost the other reforms
- Use law enforcement, crime victims, child abuse prevention leaders, women's groups and small business owners to lead the charge
- Focus on the flaws of previous reforms, but not the reforms
- Use the ballot proposal as a way to promote public safety as a vital issue



Initiative Timeline

Initiative Timeline

**(Random sample/600,000 signatures gathered,
365,800 valid signatures)**

- Nov 1 Submit to Attorney General
- Dec 1 Last day to amend
- Dec 21 Fiscal analysis deadline
- Jan 5 Attorney General deadline for title and summary
- April 30 Signature deadline
- June 25 County certification deadline
- June 27 Deadline to withdraw initiative
- June 28 Secretary of State deadline to announce qualification



Draft Budget

Signature gathering	\$2,000,000
Campaign expenditures	\$3,000,000
Total	\$5,000,000